42. A computer system for providing personalized maps, the system comprising:

one or more processors; and

one or more tangible, non-transitory, computer-readable storage media that store instructions that, when executed by the one or more processors, cause the computer system to perform operations, the operations comprising:

obtaining entity data that describes a plurality of geospatial entities, each geospatial entity having a geometry and located at a physical location;

receiving an indication that a user has designated one or more of the plurality of geospatial entities as one or more favorite geospatial entities;

storing user data that identifies the one or more favorite geospatial entities designated by the user;

receiving a request for a map, the request associated with the user; and

providing the map for display to the user, wherein the map indicates the physical locations of at least one of the one or more favorite geospatial entities.

43. The computer system of claim **42**, wherein the map indicates the physical locations of only geospatial entities that have been designated as favorite geospatial entities by the user.

44. The computer system of claim **42**, wherein the map indicates the physical locations of geospatial entities that have been designated as favorite geospatial entities by the user and also indicates the physical locations of geospatial entities that have not been selected as favorite geospatial entities by the user.

45. The computer system of claim **42**, wherein the operations further comprise:

ranking at least a first portion of the plurality of geospatial entities according to a ranking mechanism, wherein geospatial entities that have been designated as favorite geospatial entities by the user are ranked higher than geospatial entities that have not been designated as favorite geospatial entities by the user; and

selecting at least a second portion of the plurality of geospatial entities for inclusion in the map according to the ranking, wherein the map indicates the physical locations of each of the second portion of the plurality of geospatial entities.

46. The computer system of claim **45**, wherein the map indicates the physical locations of geospatial entities that have been designated as favorite geospatial entities by the user and also indicates the physical locations of geospatial entities that have not been selected as favorite geospatial entities by the user.

47. The computer system of claim **45**, wherein the second portion of the plurality of geospatial entities is a subset of the first portion of the plurality of geospatial entities.

48. The computer system of claim **42**, wherein the operations further comprise:

ranking at least a first portion of the plurality of geospatial entities according to a ranking mechanism; and

selecting at least a second portion of the plurality of geospatial entities for inclusion in the map according to the ranking, wherein the map indicates the physical locations of each of the second portion of the plurality of geospatial entities, and wherein geospatial entities that have been designated as favorite geospatial entities by the user are selected for the second portion of the plurality of geospatial entities regardless of their respective ranking.

49. One or more tangible, non-transitory, computer-readable storage media that collectively store instructions that, when executed by one or more processors, cause the one or more processors to perform operations, the operations comprising:

receiving a request for a map, the request associated with a user;

obtaining user data that identifies at least one geospatial entity designated by the user as a favorite geospatial entity;

identifying a plurality of geospatial entities that can be included in the map;

ranking at least a first portion of the geospatial entities according to a ranking mechanism;

selecting at least a second portion of the geospatial entities to be included in the map according to the ranking, wherein the at least one geospatial entity designated by the user as the favorite geospatial entity is included in the second portion of the geospatial entities; and

providing the map for display to the user, wherein the map indicates a physical location of each of the second portion of the geospatial entities.

50. The one or more tangible, non-transitory, computer-readable storage media of claim **49**, wherein ranking at least the first portion of the geospatial entities according to the ranking mechanism comprises crediting a rank bonus to the at least one favorite geospatial entity, wherein the rank bonus increases the ranking of the at least one favorite geospatial entity.

51. The one or more tangible, non-transitory, computer-readable storage media of claim **49**, wherein selecting at least the second portion of the geospatial entities to be included in the map comprises selecting the at least one favorite geospatial entity to be included in the map regardless of the ranking of the at least one favorite geospatial entity.

52. The one or more tangible, non-transitory, computer-readable storage media of claim **49**, wherein selecting at least the second portion of the geospatial entities to be included in the map comprises overriding a generalized ranking scheme to include the at least one favorite geospatial entity.

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